

CONTRACT

WYFF4.com

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

And:

Media Buying & Analytics LLC
Attention: Amy Mills
2020 Howell Mill Road NW
Suite D 348
Atlanta, GA 30318-1732

11/15/19 *SD*

****Order has not been accepted at this time.**
For inventory management purposes, this request
will be evaluated again at a date closer to the election.**

<u>Contract / Revision</u> 1933274 /		<u>Alt Order #</u> 26661033
<u>Advertiser</u> Biden/D/President		<u>Original Date / Revision</u> 11/15/19 / 11/15/19
<u>Contract Dates</u> 02/18/20 - 02/24/20	<u>Estimate #</u> 6837	
<u>Product</u> Primary		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Jenna Nubar	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 1106	<u>Product 1/2</u> 1271
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WYFF	02/18/20	02/24/20	M-F 430a News	430a-5a		:30			NM	4	\$380.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$95.00			
N 2	WYFF	02/18/20	02/24/20	M-F 5am News	5-530a		:30			NM	4	\$780.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$195.00			
N 3	WYFF	02/18/20	02/24/20	M-F 5am News	530-6a		:30			NM	4	\$780.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$195.00			
N 4	WYFF	02/18/20	02/24/20	M-F 6am News	6-630a		:30			NM	4	\$1,980.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$495.00			
N 5	WYFF	02/18/20	02/24/20	M-F 6am News	630-7a		:30			NM	4	\$1,980.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$495.00			
N 6	WYFF	02/18/20	02/24/20	NBC Today Show	7-9am		:30			NM	10	\$4,950.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				10	\$495.00			
N 7	WYFF	02/22/20	02/22/20	News4 @ 5am Sat	5-6am		:30			NM	1	\$145.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S-				1	\$145.00			

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<u>Advertiser</u> Biden/D/President		<u>Original Date / Revision</u> 11/15/19 / 11/15/19
<u>Contract Dates</u> 02/18/20 - 02/24/20	<u>Product</u> Primary	<u>Estimate #</u> 6837

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 8	WYFF	02/22/20	02/22/20	News4 @ 6am Sat	6-7am		:30			NM	1	\$195.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S-				1	\$195.00			
N 9	WYFF	02/22/20	02/22/20	News4 @ 7am Sat	7a-8am		:30			NM	1	\$295.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S-				1	\$295.00			
N 10	WYFF	02/22/20	02/22/20	NBC Saturday Today	8-10am		:30			NM	1	\$345.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S-				1	\$345.00			
N 11	WYFF	02/23/20	02/23/20	News4 @ 5am Sun	5-6am		:30			NM	1	\$145.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$145.00			
N 12	WYFF	02/23/20	02/23/20	News4 @ 6am Sun	6-7am		:30			NM	1	\$195.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$195.00			
N 13	WYFF	02/23/20	02/23/20	News 4 @ 7am Sun	7-8a		:30			NM	1	\$295.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$295.00			
N 14	WYFF	02/23/20	02/23/20	NBC Sunday Today	8-9am		:30			NM	1	\$450.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S				1	\$450.00			
N 15	WYFF	02/18/20	02/24/20	LIVE WITH KELLY	9-10am		:30			NM	5	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				5	\$270.00			
N 16	WYFF	02/18/20	02/24/20	NBC Today Show II	10-11am		:30			NM	5	\$1,225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				5	\$245.00			
N 17	WYFF	02/18/20	02/24/20	DR. OZ DAY	11A-12P		:30			NM	5	\$725.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				5	\$145.00			
N 18	WYFF	02/18/20	02/24/20	M-F 12pm News	12-1230pm		:30			NM	5	\$1,225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				5	\$245.00			

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<u>Advertiser</u> Biden/D/President		<u>Original Date / Revision</u> 11/15/19 / 11/15/19
<u>Contract Dates</u> 02/18/20 - 02/24/20	<u>Product</u> Primary	<u>Estimate #</u> 6837

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 19	WYFF	02/18/20	02/24/20	ACCESS HW DAY	1230P-1P		:30			NM	5	\$850.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				5	\$170.00			
N 20	WYFF	02/18/20	02/24/20	Days of Our Lives	1p-2p		:30			NM	3	\$735.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				3	\$245.00			
N 21	WYFF	02/18/20	02/24/20	KELLY CLARKSON DAY	2P-3P		:30			NM	8	\$1,360.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				8	\$170.00			
N 22	WYFF	02/18/20	02/24/20	ELLEN EF	3-4P		:30			NM	8	\$1,960.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				8	\$245.00			
N 23	WYFF	02/18/20	02/24/20	M-F 4-5pm News	4-5p		:30			NM	4	\$1,180.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				4	\$295.00			
N 24	WYFF	02/18/20	02/24/20	M-F 5pm News	5-530pm		:30			NM	4	\$1,980.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				4	\$495.00			
N 25	WYFF	02/18/20	02/24/20	M-F 530pm News	530-6pm		:30			NM	4	\$2,180.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				4	\$545.00			
N 26	WYFF	02/18/20	02/24/20	M-F 6pm News	6-630pm		:30			NM	5	\$3,475.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/18/20	02/24/20	MTWTF--				5	\$695.00			
N 27	WYFF	02/22/20	02/22/20	Sat 6pm News	6-630pm		:30			NM	1	\$395.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S-				1	\$395.00			
N 28	WYFF	02/22/20	02/22/20	MOF S. O'BRIEN WKND AC 7-730p			:30			NM	1	\$245.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S-				1	\$245.00			
N 29	WYFF	02/23/20	02/23/20	Sun 6pm News	6-630pm		:30			NM	1	\$445.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/17/20	02/23/20	-----S				1	\$445.00			
N 30	WYFF	02/18/20	02/24/20	Entertainment Tonight	7-730p		:30			NM	4	\$2,180.00
		Class of Time - Immediately Pre-emptible without notice										

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Week:		02/18/20	02/24/20	MTWTF--				4	\$545.00			
N 31	WYFF	02/18/20	02/24/20	Inside Edition	730-8pm		:30			NM	4	\$2,180.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$545.00			
N 32	WYFF	02/18/20	02/24/20	NBC Tonight Show	1135pm-1235xm		:30			NM	4	\$980.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$245.00			
N 33	WYFF	02/18/20	02/24/20	Late Night w Seth	1235-135x		:30			NM	4	\$380.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				4	\$95.00			
N 34	WYFF	02/18/20	02/24/20	A LITTLE LATE WITH LILLY	135-205x		:30			NM	5	\$225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTF--				5	\$45.00			
N 35	WYFF	02/22/20	02/22/20	NBC Saturday Night Live	1130pm-1xm		:30			NM	1	\$445.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	-----S-				1	\$445.00			
N 36	WYFF	02/18/20	02/24/20	11pm News	11-1135p		:30			NM	5	\$2,725.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/18/20	02/24/20	MTWTFSS				5	\$545.00			
N 37	WYFF	02/19/20	02/19/20	Chicago Fire	9-10pm		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	--W----				1	\$2,000.00			
N 38	WYFF	02/21/20	02/21/20	Dateline	9-11p		:30			NM	1	\$1,395.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/17/20	02/23/20	----F--				1	\$1,395.00			
Totals											131	\$44,755.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/20 - 02/23/20	108	\$37,270.00	(\$5,590.50)	\$31,679.50
02/24/20 - 02/24/20	23	\$7,485.00	(\$1,122.75)	\$6,362.25
Totals	131	\$44,755.00	(\$6,713.25)	\$38,041.75

Signature: _____ Date: _____

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1933274 /	26661033

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Biden/D/President	11/15/19 / 11/15/19

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This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.